

2010 Trade Show & Annual Convention

October 12-13, 2010

Gideon Putnam Resort

Saratoga Springs, New York



FEATURING...



JIM CHISWELL



JEFF GREENBERGER

7 Things to Help You Strive and Survive in 2011

Jeff and Jim have prepared a joint discussion on the seven things that every owner needs to consider as they make business plans now and for the coming year. Drawing on their work with clients from across the country and their years of combined self storage experience, these two industry veterans will present a fast paced session with a practical focus on bottom line results.



Is it worth the gamble not to be here?



Gideon Putnam Resort
 24 Gideon Putnam Road
 Saratoga Springs, NY 12866
 Tel: 518-584-3000
 Fax: 518-583-2832
 Web: www.gideonputnam.com

Room reservations must be made by
 Sept 12, 2010 to guarantee \$139/night.

While in Saratoga Springs...

Roosevelt Baths & Spa
www.rooseveltbathsandspa.com

NYS Military Museum
www.dmna.state.ny.us/historic/mil-hist.htm

Saratoga Automobile Museum
www.saratogaautomuseum.org

National Museum of Racing and Hall of Fame
www.racingmuseum.org

Great Dining & Attractions
www.saratoga.org

TUESDAY, OCTOBER 12

All Day Golf at Saratoga Spa Golf Course
 (www.saratogaspagolf.com)

5-6pm **“Vendor Appreciation” Cocktail Reception.** Come meet and greet the vendors! Open to all NYSSA members and friends!

WEDNESDAY, OCTOBER 13

9:00 Registration opens

9:00-12:00 Exhibit Set-up

9:30-12:00 Education Seminar featuring
 Jim Chiswell & Jeff Greenberger

12:00-3:00 Exhibit Hall open

Exhibitor Form

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EXHIBITOR BENEFITS:

- ◆ An opportunity to support the New York State Self Storage Association (NYSSA)
- ◆ Listing in the official NYSSA Trade Show Program
- ◆ Two complimentary Trade Show registrations for representatives from your company which includes attendance at all seminars.
- ◆ An evening cocktail reception to honor our sponsors and exhibitors.
- ◆ An e-mail from NYSSA to Trade Show mailing lists (covering all states from PA and ME!) pre and post show with notification of your company participation in this event.
- ◆ A special thank you in the NYSSA newsletter and on the NYSSA website.
- ◆ NYSSA will provide delegates with printed cards to be signed by each exhibitor. All completed cards will be eligible for a grand prize drawing.

EXHIBITOR BOOTH: \$500 Members, \$850 non-Members

Please print clearly
and complete all fields.

Company name: _____ NYSSA Member ID# **SS** _____

Mailing Address: _____ (Please list company as it should appear on all promotional and identification materials.)

City, State Zip: _____

Telephone: _____

E-mail: _____ Website: _____

List Your Two Company Representatives Below:

Name: _____ Title: _____

Name: _____ Title: _____

Table Size 6' table 8' table

Payment is required with registration. Space is available on a first-come first-served basis. Please fax or e-mail your registration form as early as possible. Please note that the following are provided in all table-top display areas unless otherwise stated: one draped table, 2 chairs, general overhead lighting, clean exhibit area, 1 standard electrical outlet. Extension cords and surge protectors can be rented for minimal fees.

Cancellation Policy: Cancellation of your exhibit space must be done via e-mail, fax or regular mail no later than 30 days before the event. Exhibit fees will still be due to NYSSA if cancellation is within 30 days of the event. 25% administration fee will be taken out of any refunds we return.

Don't wait! Fax your exhibitor forms in as soon as possible. Return forms and payment to:
NYSSA - 2010 Trade Show
130 Washington Avenue, 3rd Floor, Albany, NY 12210
Telephone: 518-462-3333 Fax: 518-427-6781
Please forward and question to Kathy at kathy@nycapcon.com

E-mail your logo and brief company description with contact information to appear in the Trade Show Program to: kathy@nycapcon.com no later than **September 30, 2010**

Special Event Sponsor Form

2010 Trade Show & Annual Convention October 12-13, 2010 Gideon Putnam Saratoga Springs, New York



- Break Sponsorship - \$800 (NYSSA Members only!)**
 - Your company logo (in color) will be printed in registration flyer.
 - Your company logo (in color) will be placed on a poster to be set up by break table.
 - Your company will be given one table-top exhibit space.
 - FREE 1/4 page size ad in the trade show edition of the NYSSA newsletter. Contact Kathy to take advantage of this offer.

- Registration Desk Sponsorship - \$800 (NYSSA Members only!)**
 - Your company logo (in color) will be printed in registration flyer.
 - Your company logo (in color) will be placed on a poster at registration table.
 - Your company will be given one table-top exhibit space.
 - FREE 1/4 page size ad in the trade show edition of the NYSSA newsletter. Contact Kathy to take advantage of this offer.

- Round Table Sponsorship - \$300 Members, \$650 Non-Members**
 - Sponsors provide table speaker - round tables will be held during trade show exhibit hours.
 - Your company logo (in color) will be printed in registration flyer.

SPECIAL EVENT SPONSOR

Please check appropriate box above and print clearly and complete all fields.

Company name: _____ NYSSA Member ID# **SS** _____

Mailing Address: _____ (Please list company as it should appear on all promotional and identification materials.)

City, State Zip: _____

Telephone: _____

E-mail: _____ Website: _____

List Your Two Company Representatives Below:

Name: _____ Title: _____

Name: _____ Title: _____

Table Size 6' table 8' table

FOR ALL VENDORS WHO ATTEND:

- Yes, my company will provide a door prize to be raffled off at the end of the Trade Show.

- Yes, my company will provide promotional materials for attendees, such as: bags, pens, rulers, key chains, stress balls, etc.



130 Washington Ave
3rd Floor
Albany, NY 12210

**Trade Show
&
Convention
October 12-13
SEE YOU THERE!!!**

** Kathy will contact you closer to the event for golfers names.*

Anticipated costs are \$52/person (price subject to change at the discretion of the golf course), which includes 18 holes, golf cart to share, \$5 pro shop certificate and \$5 lunch certificate.

Time preference: morning afternoon

My company (_____) will sponsor a 4-some*

Sign me up to golf (Name: _____)

Yes! I plan to golf at the Saratoga Spa Golf Course on Tuesday, October 12, 2010

GOLF REGISTRATION - TUESDAY, OCTOBER 12, 2010



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